

The Honorable Governor Tim Walz  
75 Rev Dr Martin Luther King Jr Boulevard #130  
St Paul, MN 55155

Dear Governor Walz,

We share a common vision for establishing a “Citizens-First” culture for both Minnesota and Pennsylvania. Your *Executive Order 19-02* created the Blue Ribbon council on Information Technology to focus on the creation of a “connected culture/citizens first experience”, and my *Executive Order 2019-04* “Establishing a ‘Citizen-First’ Government and Promoting Customer Service Transformation” did just that.

The proliferation of business processes, technology, communication methods, and cross-functional collaboration provides a significant opportunity for governments to transform the way constituents interact with public services. Like Minnesota, in Pennsylvania, we knew that adopting a citizen-first framework would require a mind shift to focus on the development of an experiential framework that leverages human centered design thinking to promote a more positive and inclusive relationship with governmental services.

Similar to *Executive Order 19-02* that you issued in June of 2019, in July 2019, my *Executive Order 2019-04*, established Enterprise Citizen Experience Standards along with Citizen Experience Goals to manage initiatives through:

- Metrics and Data Analytics,
- Governance and Strategy,
- Culture and Organization,
- Citizen Understanding, and
- Service Design and Delivery.

You will note that all of these are similar to the goals of the Blue Ribbon council specific to transforming the IT application & standards, cyber security, disaster recovery, and enterprise data management.

As an early adopter of citizen-centric initiatives, and one of the first advocates including yourself for leveraging design thinking in the public sector, I recognized the criticality of partnering with strategic advisors to help define and execute our transformation. It is my privilege to align with companies such as andculture ([www.andculture.com](http://www.andculture.com)) to advance our mission. A foundation in Human-Centered Design combined with their agile way of working enables a citizen-centric approach that can transform government services, and overall civic participation. andculture truly understands how to meet constituents where they are today. They are the type of company that represents the future of business—one that caters to employees, clients, and the community equally. With a focus on innovation and their ability to adapt to challenging situations, the andculture team is well positioned to reimagine what it means for Citizens to interact with government services from a human experience design point of view.

I encourage my peers to utilize citizen-first initiatives to drive continuous improvement and innovation. I also encourage them to seek out strategic partnerships with trusted advisors such as andculture, and I look forward to collaborating with you on how we together make a difference for our Citizens in impacting their experience in a more meaningful way with State Government.

Very Sincerely,

TOM WOLF  
Governor